

Store Will Be Open Till Ten Next Four Evenings



China

THE Cut Glass and Fine China and hundreds of beautiful Library Lamps all have a place to fill in the heart as well as the home. These stocks are grand and there are hundreds of things on the Christmas Tables that never dreamt of being so price-humbled before. For gifts—China.

Boys

WILL be more like men just as soon as the childish thoughts get old enough to blossom into manly ambition. Good dress helps. The sale of Boys' Suits now gives a boy and his mama the ordinary February saving and the boy will be proud and happy for Christmas. Every need for the boy—filled.

Let Us Get About Doing What So Shortly Will Be Over

Four More Shopping Days

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GREAT tests will be put to the capacity and perfection of this organization the next four days. We send forth the cheering words that WE ARE READY AND FULLY EQUIPPED to give good service to the greatest crowds that have ever allowed us to be of use to them. Salespeople will be here in plenty to give you quick attention. Cashiers, cash boys, bundle wrappers and floor managers at every turn will be at your command—to keep you constantly reminded that our work of preparation has been perfect. Our deliveries will scurry to every nook and corner of the Greater City daily—fulfilling every promise—cover the town, we say, as completely as the waters cover the sea. Christmas stocks are in grander completion and profusion than ever before in our 21 years of trying to do things well—and we see no hindrance in the way of your perfect pleasure in buying—EVEN THESE LAST DAYS.

Christmas Gifts 5c To \$1000 Stocks of Holiday goods, and regular lines needed and cared for the year around are here representing an outlay of TWO MILLIONS OF DOLLARS! Showing the gathered fruits of ingenuity from the people of more than 20 nations.

Give Whatever Your Heart Desires—and Journey Straight To Loveman, Joseph & Loeb's—Santa Claus' Treasure-house For More Than 100,000 People.

JEWELRY

THERE stands no Jewelry Store in the South showing finer lines of Diamonds, Watches and fine solid gold and silver Jewelry and precious stones than are spread in the Jewelry store along Grand Aisle now. From the tokens of small thought to the highest expressions of sentiment—everything has been gathered for your choosing. All waiting!

SLIPPERS

SHOWING comfort for every tired foot in these grand stocks of Christmas Slippers. Get them for "him" or "her"—or the boy or girl. Felts, leathers and pretty combinations—constantly reminding of some one's care. Prices begin as low as \$1.00, and then up to \$3.50. Beautiful Boudoir Slippers are \$1.00. All colors.

FURS

THE connoisseurs of both continents have contributed to the gathering of Fur and Fur things, and any one who would give the little Miss a \$2.00 set of white, or a lady a seal-skin coat bringing \$300.00 will most surely be glad to see such wide fields of choice. Furs Ready!

CARPETS

PUT a saving of a full third into the Christmas Stocking that would so much like a carpet. The home, you know, you have to stay with as long as life does last. Brightness in it makes a lot of sunshine in your heart—and there are so many others. Get a Carpet.

BOOKS

NO other remembrance goes and stays deep down in the heart so surely as a book. And, in this, Alabama's greatest Book Store, there are books to the liking of any man, woman or child. Read it again! And the Calendars, Christmas Cards, Fountain Pens and beautiful Stationery make the Gift Stock in the Book Store generally complete. Give Books!

RUGS

SOME songs from the Orient will bring a picture of comfort to the home and make the builders as happy as a bird in the first day of spring mating. These Rugs are beautiful emblems of all the joys and hopes of the people of the Dark Earth—Oriental gems of the clearest water.

MEN'S

IF a man has a Smoking Coat to put on or a Robe to lounge in, he'll burn fewer cigars at the clubroom and sing more songs of contentment at home. You know he must be comfortable, or some Handkerchiefs, or Box or Suspenders or even a Necktie will make him know you still care. They all look for something.

WOMEN'S

A WOMAN will find so much of renewed promise in a simple toilet set for the dressing table, or some trinket of jewelry or a few bottles of dainty perfumes, or a pair of kid gloves. An embroidered piece to put on an uncovered table may mean a book full of affection if you show that you remember. Everything here, of course!

HOME THINGS

WHITE and snowy looking Linens bring as much cheer as good health at the Christmas dinner table, and then every time after, they are beautiful benedictions, the thought that the recipient was remembered. Or silken Quilts or a snowy Counterpane, white as a pure thought, or some real hand-embroidered linen Pillow Cases. All home things!

LOVEMAN JOSEPH & LOEB
LARGEST STORE SOUTH OF THE OHIO